

LUISA FALETTI

www.luisafaletti.com

Graphic designer
349-0820815
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EDUCATION

AAS IN GRAPHIC DESIGN

Parsons School of Design,
New York
08/2015 - 12/2016

BA IN ILLUSTRATION AND ANIMATION

Istituto Europeo di Design,
Milan, Italy
07/2011

STOP MOTION WORKSHOP

Mammafotogramma studio
Turin, Italy
2010

INDUSTRIAL DESIGN

Istituto Europeo di design,
Milan, Italy
07/2008

AWARDS

SERGIO FEDRIANI

Contest winner, exhibition at
Palazzo Ducale - Genoa, Italy
2013/2014/2015

IRREVERSIBLE MAGAZINE

Contest winner, exhibition of 4
"Bikes" in Miami Basel, FL - 2014

PUBLICATIONS

BOOK COVER DESIGN

Luci a Milano - 50 frammenti degli
anni '50 - Bolis Edizioni - 2014

SAM EDELMAN

Design, graphics & illustrations
for "A Taste of Fashion"
New York - 2017

OVERVIEW

Imaginative and creative graphic designer and illustrator, I embrace a variety of challenging assignments. Never give up until I found the best solution to a problem. Strong sense of aesthetics and ethical awareness.

SKILLS

Adobe Creative Suite

Illustrator ●●● Indesign ●●● Website Development:
Photoshop ●●● After Effects ●●● Wix/Wordpress

LANGUAGES

English ●●●
Italian (Native) ●●●
French ●●
Spanish ●●
Chinese ●

INTERESTS

Art
Food & Wine
Classical music
Playing the piano



PROFESSIONAL EXPERIENCE

PI&C | Newyork - Milan (2018 - Current)

Advertising Agency

Art Director

- Campaigns for: Fiat, Alfa Romeo, Pasta Garofalo, Conrad Hotels, Hilton.
- Re-branding of the new Waldorf Astoria hotel in NYC.
- Campaign design and shooting for *Graymoor Lane Designs*, jewelry brand.
- Re-branding and campaign for New Holland and CNH Industrial Village (FCA).

Sam Edelman | New York (2017 - 2018)

US Women's footwear and lifestyle brand

Art Director

- Gifting: Illustrations and graphics for invites, maps, books, plates and trays.
- Branding development and design mock-ups for shoes and clothing.
- Window painting, shoe painting and logo painting.
- Design and layout for signage, catalogues, campaigns and newsletters.

Stark Design | New York (2016)

Design agency for branding, strategy and customer experience

Graphic Designer

Graphics and stop-motion videos for "Paper Made", a children book collection.

Industria Creative | New York (2016)

Boutique experimental marketing suite

Graphic Designer

- Graphic design, prop sourcing, venue outreach, creative collaboration.
- Involved in organizing each event.

Freelancer's Island | Milan, Italy (2015)

Graphic design studio

Worked in a multi-creative space with graphic designers and illustrators.

Luxottica | Cernobbio, Italy (June - July 2014)

Design, manufacture and distribution of fashion, luxury, sports eyewear

Assitant Brand Manager

- Presenting Armani's Eye Wear Collection at Villa Erba.

OCAT, Contemporary Art Terminal | Shanghai, China (2013 - 2014)

Chinese contemporary museum focused on video art and photography

Director's Assistant

- Helped to curate / plan exhibitions.
- Designed graphics for signage and invites for exhibitions.

MySuites Design Studio | New York (2013)

Design and branding studio that develops "boutique hotels" in Manhattan

Graphic Designer

- Designed logos, illustrations and website pages.
- Realized Murales, prints and collages inside/outside the apartments.

Associazione della Via Montenapoleone | Milan, Italy (2012)

Organizes events in Milan linked to fashion, design, art and culture

Public Relations Manager

Photography Exhibition "Tribute to Capri" at Palazzo Morando, Milan:
Planning of event, managed relations with press, visitors, organizers.

SLIDE Srl | Milan, Italy (2011 - 2012)

Furniture and light design company

Internship

- Set-up and organization of Padiglione Italia for the Venice Biennial in Milan and Turin.
- Liaised with sponsors, curators and Italian/international artists.
- SLIDE ART: Managed new line of art works during art and design fairs.

Senso Sicilia | Milan, Italy (2011)

Fashion atelier FDM, Francesca di Maria

Events coordinator

Set-up and organization of fashion show and hat exhibition "Tanto di Cappello"
at Palazzo Clerici and Palazzo Cusani, Milan.

Salone del Mobile | Milan, Italy (2011)

Animation project "The magic garden" in the House of Bread of Bastioni di P. Venezia.